



IACA Social Media Policy

Social Media Guidelines & Participation

We recognize committee members/volunteers use social media tools as another way to connect with members, share information about the IACA, and discuss career insights. We value being a social association and recognize the benefits your social contributions can bring to our brand and the success of the association. The following covers 5 social media principles you should know before engaging in any type of online conversation that might impact the IACA.

Have Fun & Connect

To use IACA owned social media accounts, logos and/or IACA photo/video on behalf of the IACA, you must be approved and trained. Contact the IACA's Marketing Committee (marketing@iaca.net) if you have questions.

Whether or not you are acting on behalf of the IACA, or using your personal social media accounts or blogs to talk about the association (e.g., projects, promotions, events), always use good judgment and remember that you are still representing the brand.

Protect Information

Never post or give out sensitive, private, or confidential information. Keep topics focused to matters involving the IACA and refrain from speculating on outside subjects.

Respect & Humility in All Communication

Do not post materials or comments that may be seen as offensive, demeaning, inappropriate, threatening, or abusive. Acknowledge differences of opinion. Respectfully withdraw from discussions that go off topic or become profane.

Awareness: What You Say is Permanent

Search engines and other technologies make it virtually impossible to take something back. Be sure you mean what you say, and say what you mean.

Deleting/Removing Comments

Social media comments and posts are not always positive. If the IACA receives negative feedback, the social media liaison should respond to the comment by posting a polite public reply in the thread the negative post appeared in (i.e. an apology or explanation). He/she will also ensure they give the person who posted a clear process to resolve the issue: further discussion via private message &/or contacting the IACA Board. Deleting or hiding posts/comments should be avoided unless the following circumstance(s) arise: if the post is derogatory, discriminatory, &/or includes obscene language. In these situations, the social

IACA Social Media Policy

media liaison will hide the post/comment from public view. If hiding the comment is not an option on the social media platform, the social media liaison can delete the post/comment.

There is a difference between negative comments and discriminatory comments. If a person continues to post inappropriate comments, the social media liaison is entitled to block them.

General information on our Social Media policy is available to the public on the IACA website. Please familiarize yourself with these guidelines and refer any questions to the Marketing Chair and/or the IACA Executive Board (board@iaca.net).